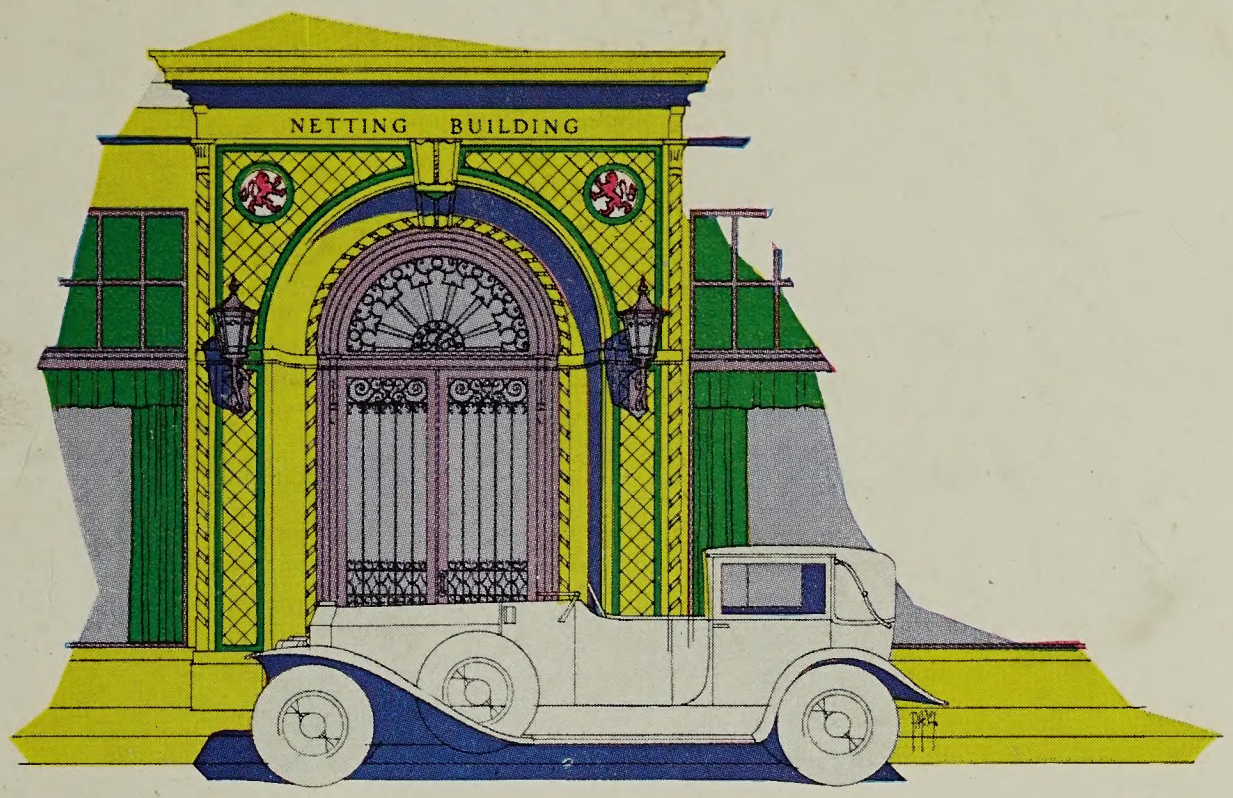

MOSAIC TILES

for Stores

and

Business Houses

MOSAIC

THE MOSAIC TILE COMPANY · *Zanesville, Ohio*

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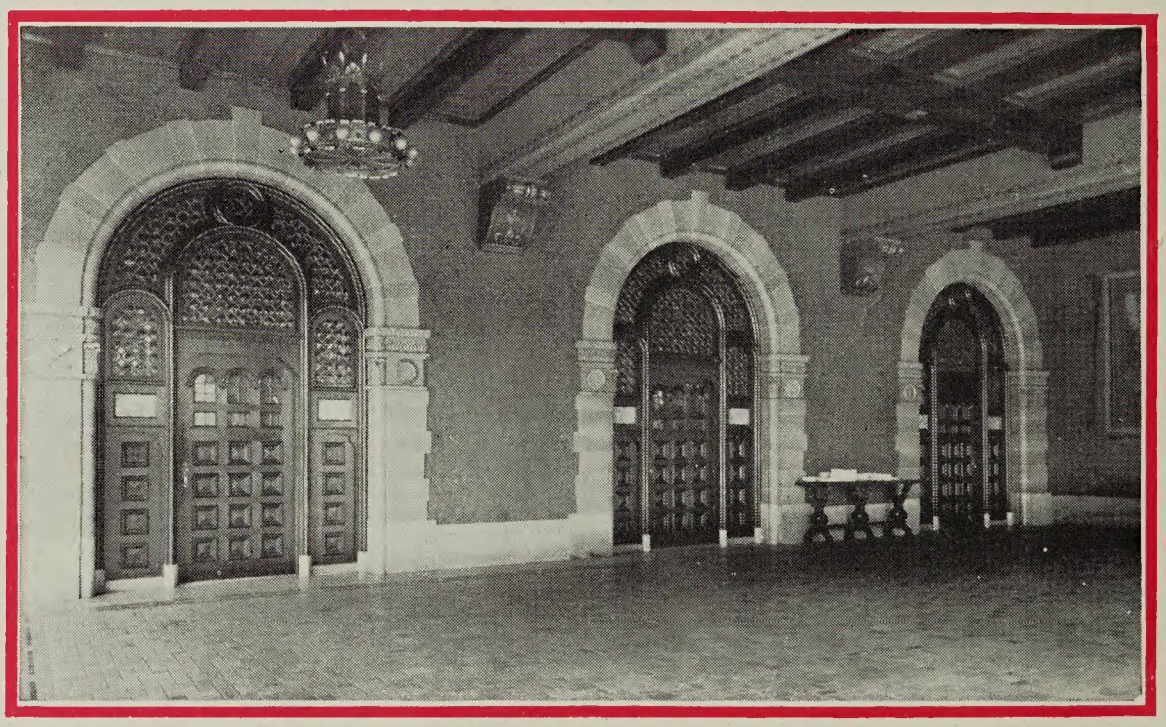
MOSAIC TILES

achieve Beauty that is good Business

SHOW ROOMS IN KEEPING WITH FINE CARS



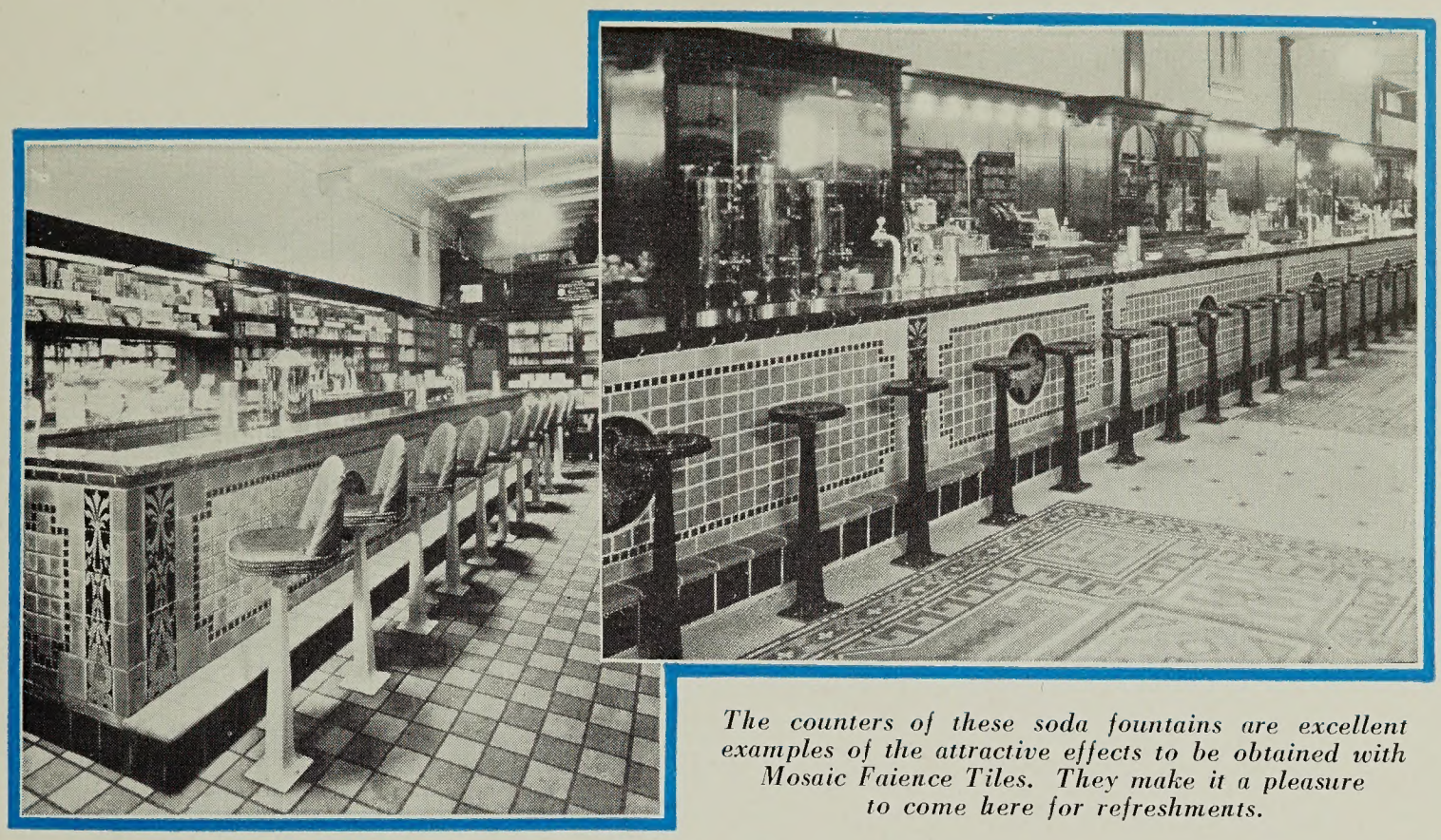
Mosaic Faience Tiles were used for the floor of this automobile showroom, in a random pattern of reds and browns.

BEAUTY in the business place attracts customers, increases sales, builds profits.

Business men and architects have come more and more to appreciate how valuable an asset the beauty of real tile is for the purposes of commercial enterprise.

With genuine Mosaic Tiles they are creating automobile showrooms appropriate to fine cars. They are designing stores, banks, restaurants and other business places in effects that appeal more than ever to the public. Nothing combines beauty and utility so well as *real tiles.*

Classics
AT
7680
M85
1930



The counters of these soda fountains are excellent examples of the attractive effects to be obtained with Mosaic Faience Tiles. They make it a pleasure to come here for refreshments.

THESE FOUNTAINS ARE PROFIT-BUILDERS

CLEANLINESS, color and attractiveness have a great deal to do with the success of soda fountains. People like to come for their refreshments where the surroundings are pleasant, beautiful and clean.

The great variety of effects that may be created with Mosaic Tiles make them highly recommended by architects and owners for fountains and refreshment places, as well as for other business houses.

Almost any desired effect may be carried out with Mosaic Tiles. The broad range of colors, shapes, styles and sizes lend themselves particularly well to designs that are original and distinctive.

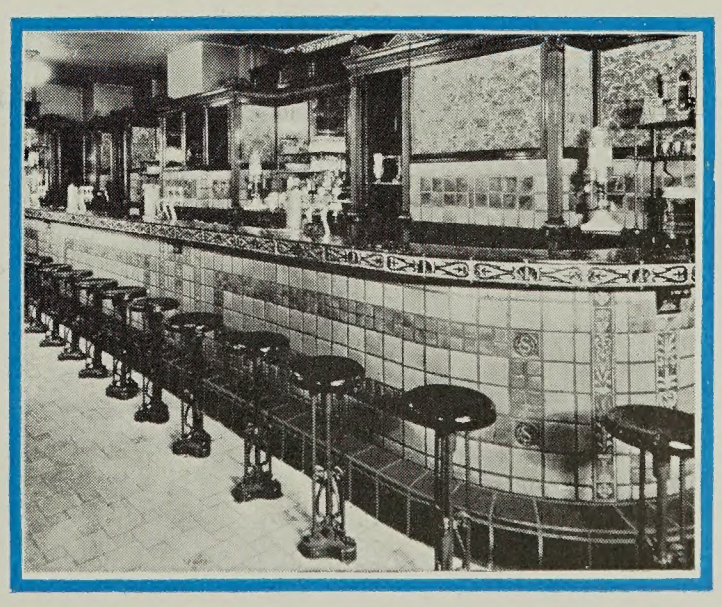
Easy to keep clean, untouched by time or wear, possessed of beauty that never fades, Mosaic Tiles are ideally suited for soda fountains.

Tiled With Mosaic Faience

The fountains illustrated here are typical examples of the outstanding effects to be obtained with Mosaic Faience Tiles.

In the upper left-hand picture, the Mosaic Faience colors used were 442 Metallic Green, 393 Green, 350 Purple and 388 Yellow Ochre—producing a striking blend of hues. The tread is of Mosaic Graystone Tiles.

The other fountain shown at the top has an effective panel design. The 6x2 cap and 6x6 base of the counter are in Egyptian Black. Around the panels are 6x6 and 6x3 Mosaic Faience in color 370 Orange, with 1¼-inch squares of 350 Purple. The panels are made with 3x3 No. 650 Light Green tiles. The decorations between the panels are in five pieces, specially designed. The decorative placques are pattern 4161. The fountain pictured at the bottom also exhibits a harmony of rich colors in Mosaic Faience Tiles.



Stores fronted with MOSAIC TILES are an invitation to customers . . . .

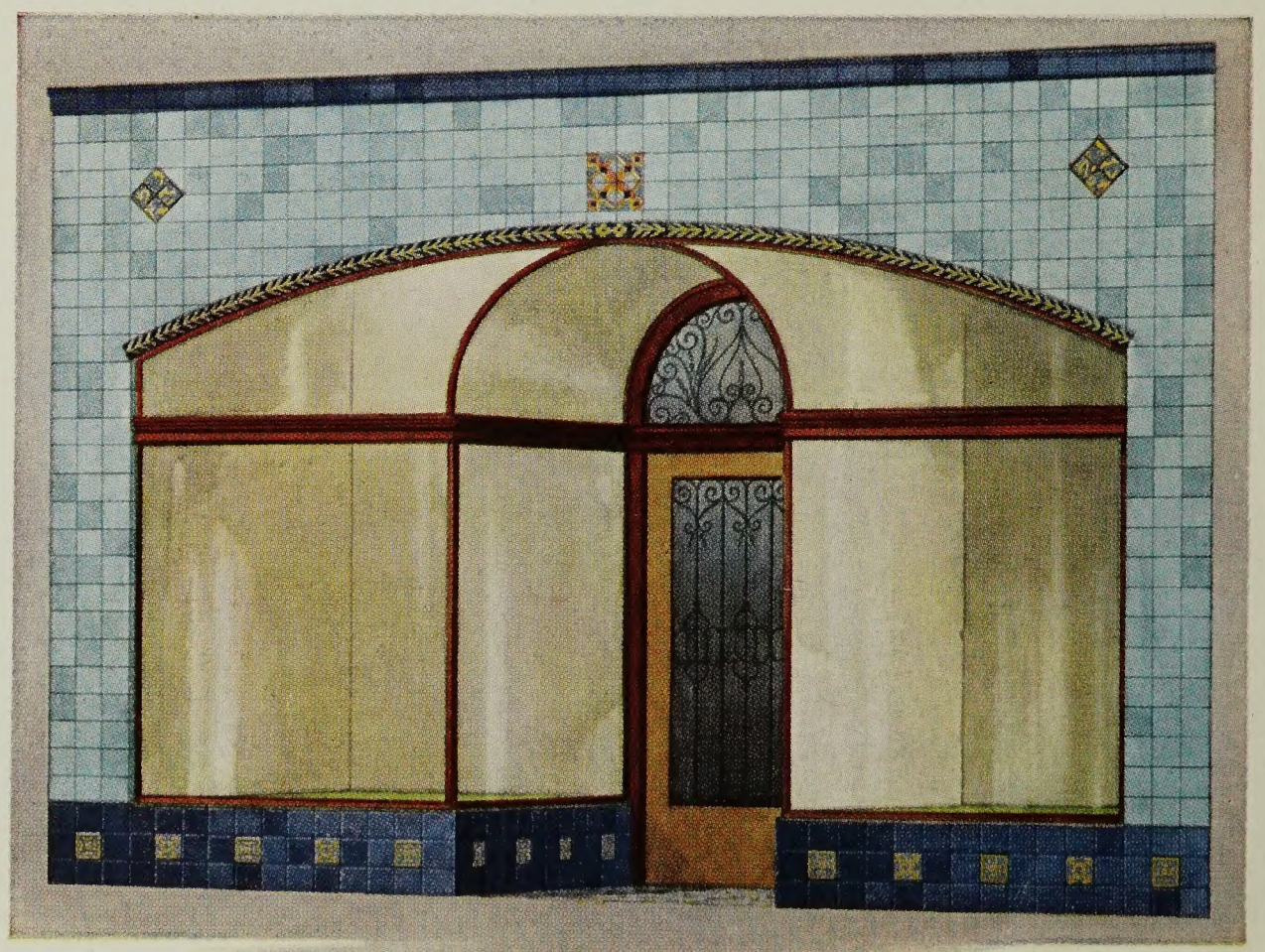
Just as attractive years from now

THE possibilities of colored tiles for creating impressive store fronts are so great that every year more architects, builders and merchants are turning to them.

Mosaic Faience Tiles are ideal for store fronts. Their colors never change, but remain the same indefinitely. Put them up today—years from now they will be just as attractive.

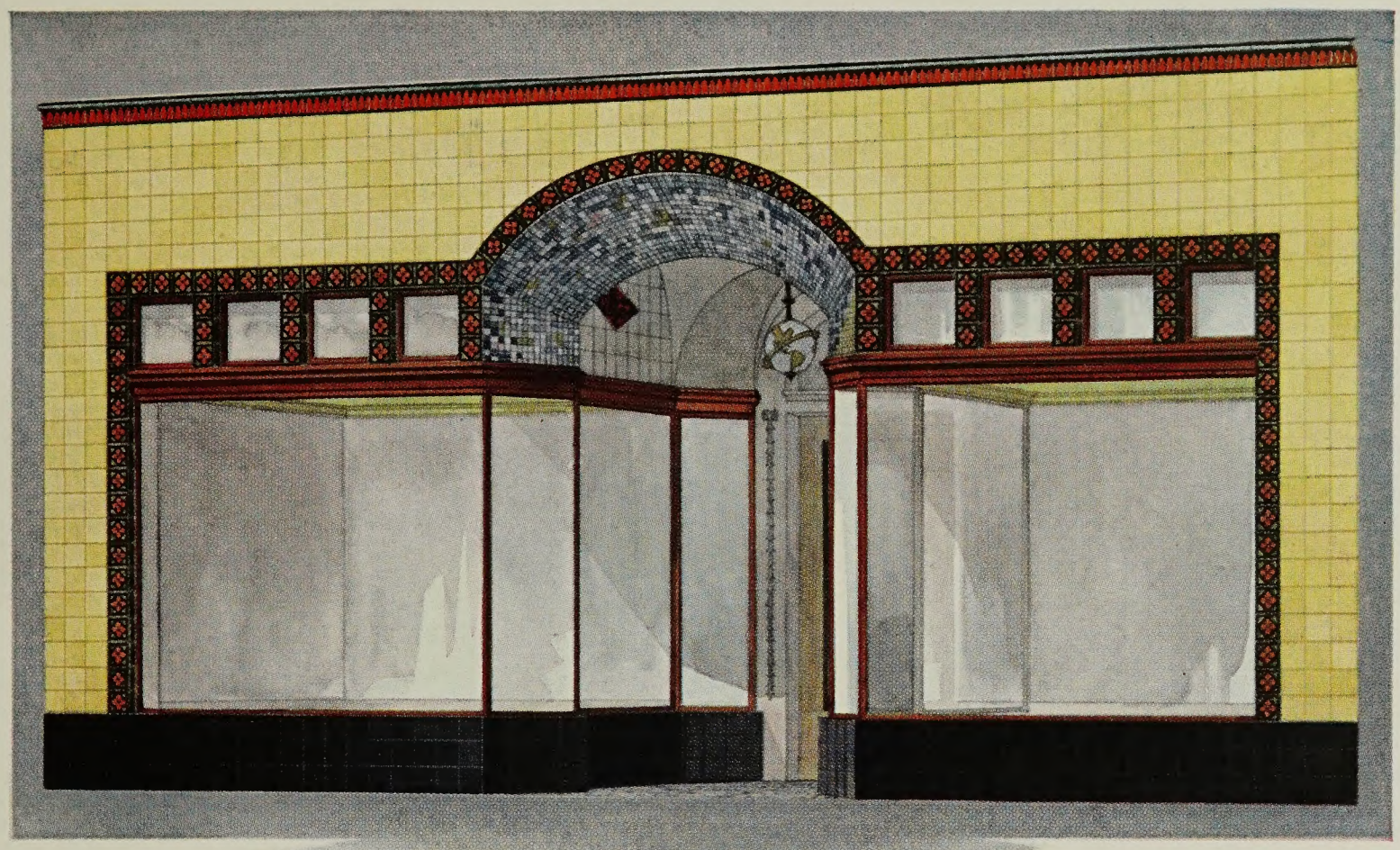
Rain, dampness, freezing weather or heat have no effect on Mosaic Faience Tiles. Being durable, absolutely non-absorbent and hence moisture-proof, they are continually being used for exterior as well as interior embellishment.

The more than a score of beautiful colors and shades of Mosaic Faience Tiles enable any desired effect to be achieved. Decorative designs and inserts in a wide range of patterns and colors are available, or may be specially made to individual specifications.



The store front design shown here is reproduced from a special architect's drawing. The cap and base are in 339 Dark Blue, with field of 337 Light Blue. The decorative inserts are special, gold on a blue ground. All Mosaic Faience Tiles. The entrance floor is tiled with Mosaic ceramics in various colors.

An architect's sketch in colors is reproduced here. The cap is pattern 2019. The field is 286 Cream, with border of pattern 3008. The arch over doorway is set with faience mosaics in random colors. 0443 Black is used for the base. All Mosaic Faience Tiles.



THE merchandising value of Mosaic Tiles in store fronts is an asset that live merchants appreciate. Their color, attractiveness and uniqueness appeal to customers, make them glad to trade in a store so inviting.

A Mosaic Tile front thus becomes a worthwhile investment. It is also a step towards economy, because the long-lasting qualities of Mosaic Tiles eliminate the need for repairing and redecorating.

It is most important, however, to choose the right kind of tile for store fronts. Tile intended for interior work only should never be used on exteriors. Only hard-backed tile, such as Mosaic Faience, or the vitreous and semi-vitreous tile, glazed and unglazed, or Ironstone floor tile (absolutely impervious to moisture) should be used. By specifying the proper tile and selecting a trustworthy and reliable tile contractor to install it, you will obtain gratifying and lasting results.

Below are shown three examples of the use of Mosaic Faience Tiles in the entrance floor and bulkheads of store fronts. In one of these stores the name panel has been worked out in colored Mosaic Ceramics.

Interiors ...that fulfill outside promise

Ever-wearing, easily-kept-clean floors of Mosaic Ceramics. In the barber shop a wainscot of 0338 Blue Satin Finish Matt Tiles, with Egyptian Black trim.

CONSIDER THE MANY SUPERIOR FEATURES OF MOSAIC TILES...

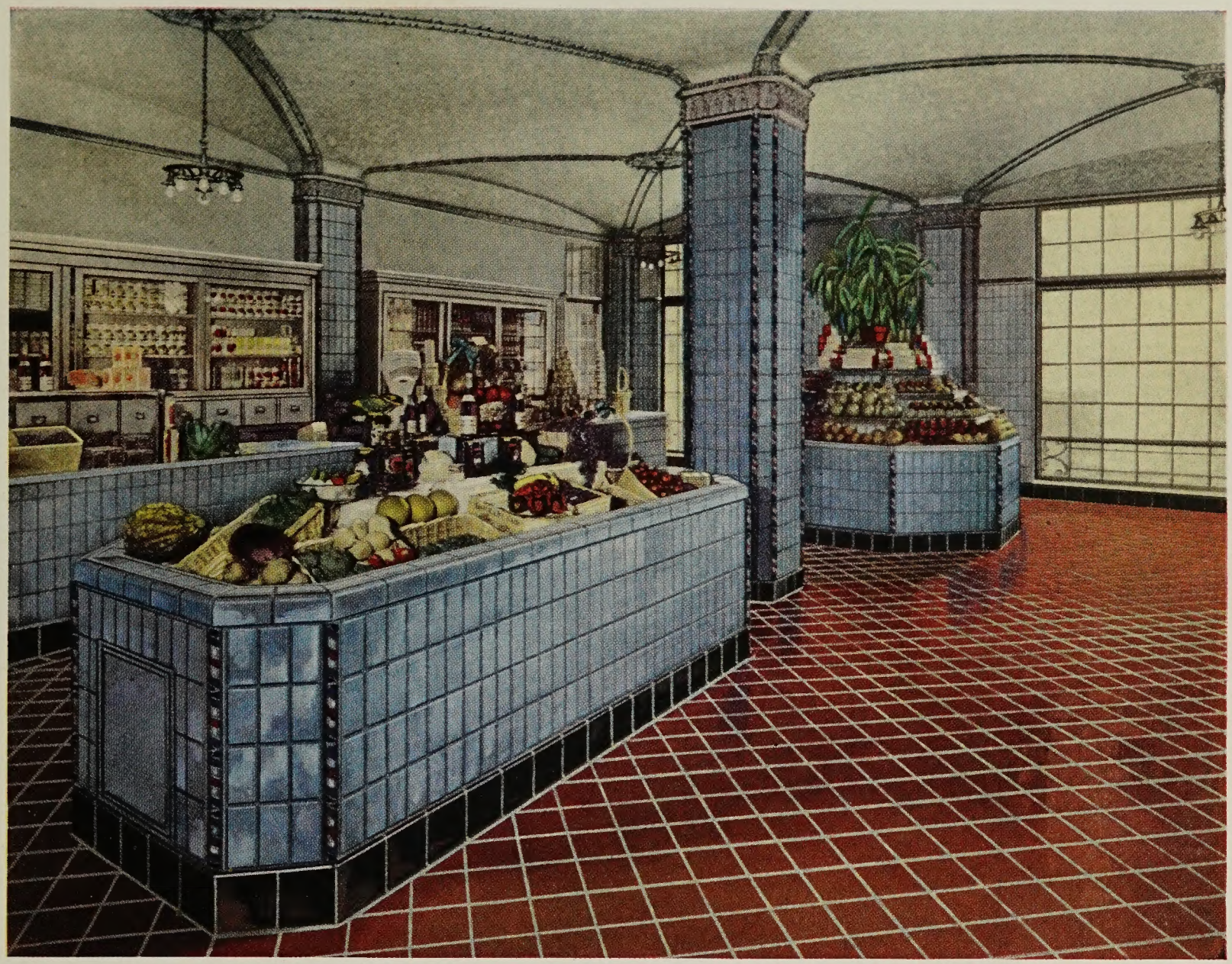
THERE is practically no end to the effects that may be obtained with Mosaic Tiles in the interiors of stores, restaurants, banks and other business houses.

So many are the kinds, colors, shapes, sizes and styles of Mosaic Tiles that almost any decorative scheme may be carried out, to suit individual tastes and conditions. There is no need to be confined to any set pattern or style.

This flexibility of Mosaic Tiles in use, is one reason why they are regarded by many authorities as preferred material for finishing walls, floors, counters, etc.

Made of clay hardened by intense heat, Mosaic Tiles—genuine tiles—are practically everlasting. A feature of Mosaic Tiles is that they are extremely hard-backed. Thousands of feet passing over them through the years do not wear them. Water, stains, chemicals do not affect them. Dirt wipes off them as easily as off a bowl of china.

With Mosaic Tiles your place of business may be kept always looking fresh and clean.



Business comes to the store that looks like it wanted business. Tiling a store is an investment in trade-building appearance. Tiles bring lasting returns.

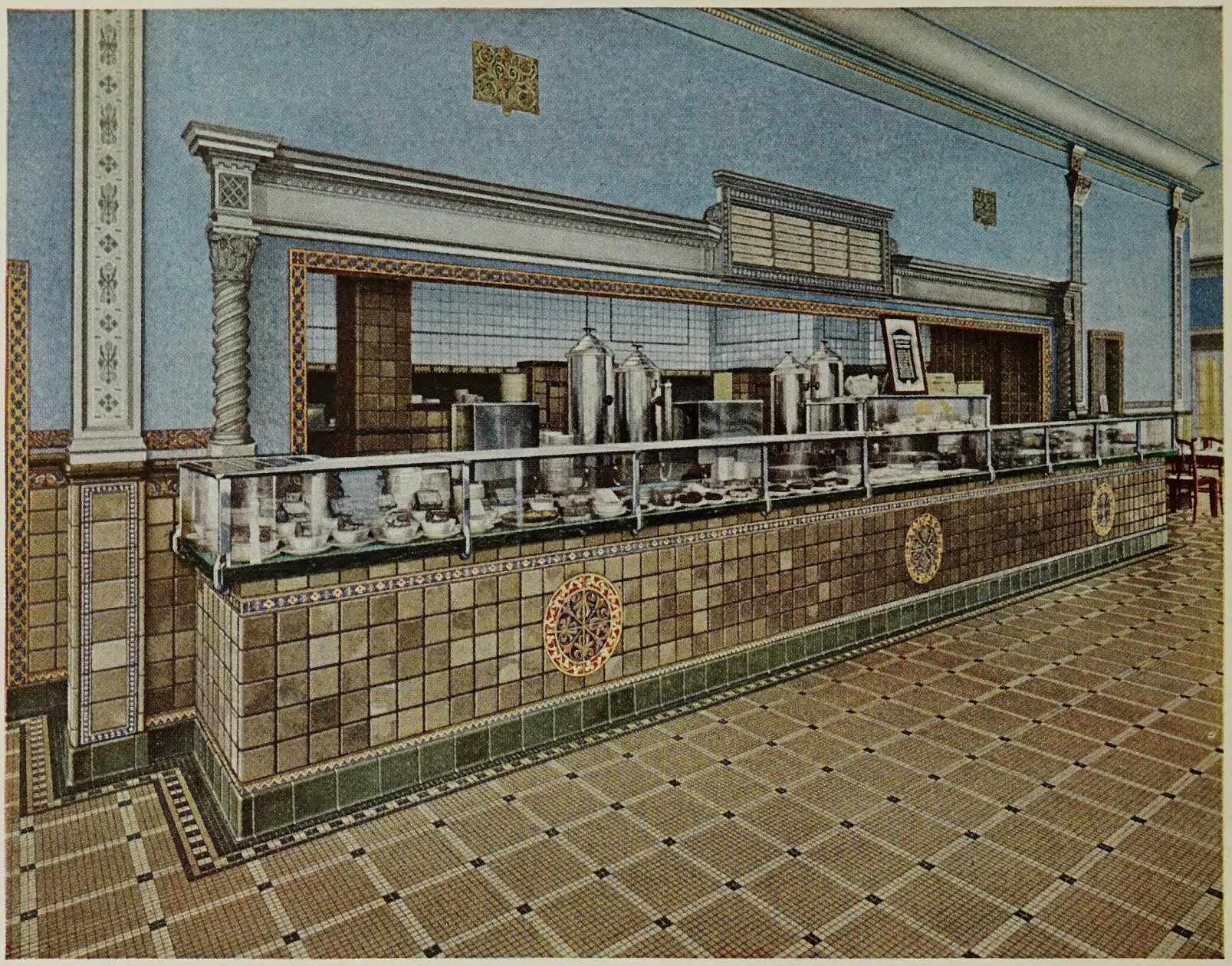
MOSAIC TILES GIVE COLOR AND CLEANLINESS THAT DRAW TRADE

CERTAINLY this grocery, with its color and attractiveness, is a place where people like to trade. Gleaming Mosaic Tiles in a harmony of tints, on floors, walls, columns, create an atmosphere that makes the foodstuffs all the more appealing.

Beautifying a store with Mosaic Tiles helps to build confidence among customers. It is an important step toward achieving a reputation for up-to-dateness and progress.

Women customers especially are quick to respond to the spotless appearance that Mosaic Tiles make so readily possible in a store. A better class of trade is attracted, more sales are made, which means greater profits.

The illustration on this page shows the Grocery Store of the Belden Hotel, Chicago. Floor is of Mosaic 6x6 red hydraulic paving tile. Columns, counter facings and wainscoting of 6x6 Mosaic Faience color 232, powder blue, with 6x6 base No. 2206, color 354, black satin. 6x1½ twisted rope moulding No. 2582 decorated in several colors on all exterior corners.



Easy to

Mosaic Tiles are ideal for

SPOTLESSNESS is an important asset for any restaurant. Mosaic Tiles not only appear clean, but they *are* clean,—all the way through. Being inorganic and impervious to any liquid or substance, they do not absorb steam, odors, grease or grime. Whatever appears on the surface gets no further —and is quickly removed with damp cloths, leaving the tiles bright as new.

In the lunch room above the floor is of Mosaic Ceramics. The body is ¾-inch squares, design C1008, colors buff, cream and green. The border is of 1-inch squares, a special design in colors buff, cream and green. The wainscoting and counter fronts are all of Faience 4¼x4¼ tiles in color 273, Light Tan with cap No. 2005, 6x2, and base No. 2208, 6x6, in color 355, Nile Green. The plaques in the front of the counter are 18-inch in diameter, design No. 3163 with 6x2 and 6x3 Faience decorative borders and trim around the opening.

The illustration on the opposite page shows the use of Mosaic Tiles in the counter section of a restaurant which caters to a high-class clientele. Here pleasing tones of gray, brown and tan produce a quiet, agreeable effect.

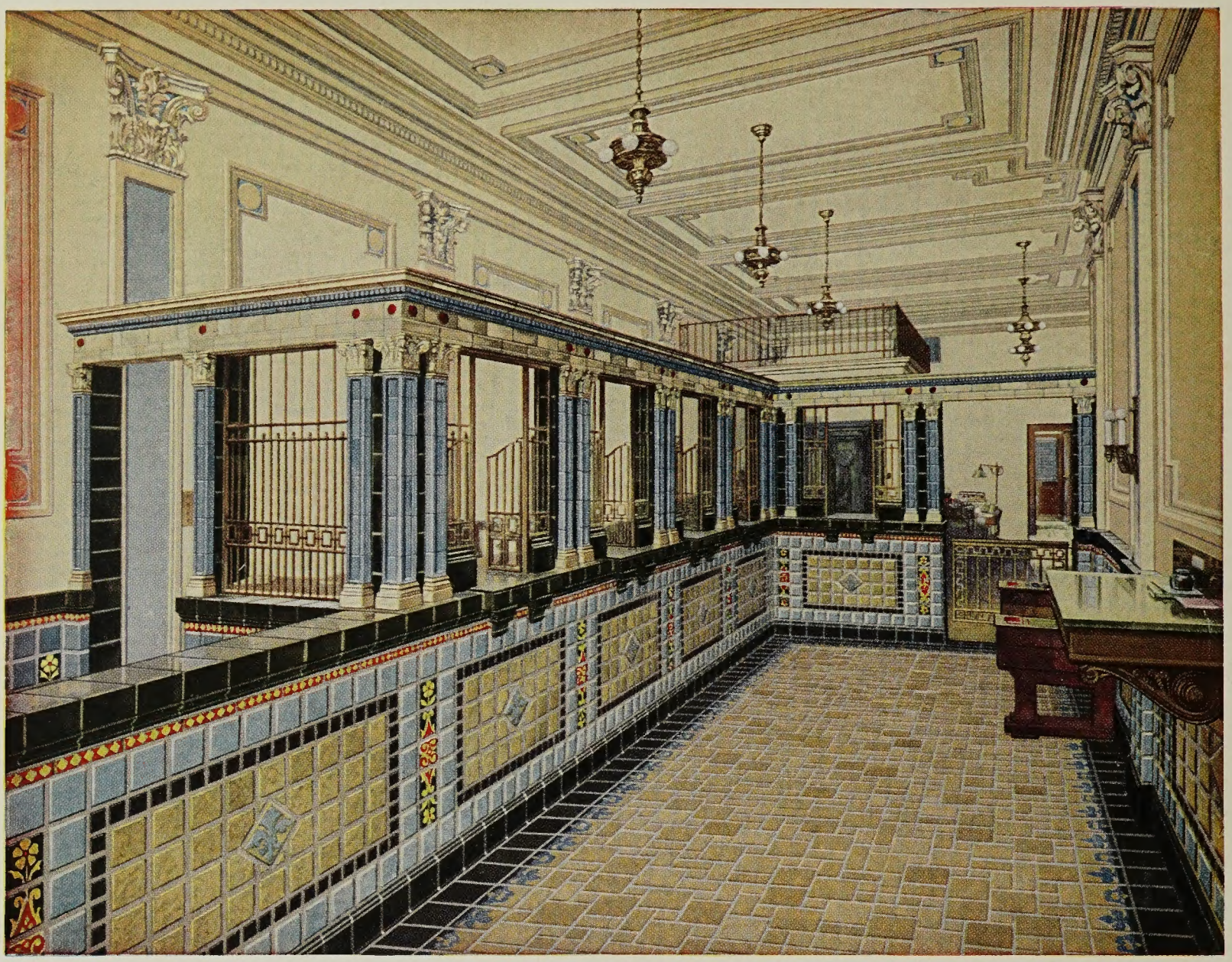
keep clean and bright *restaurants . . .*

The floor is tiled with Mosaic non-slip Granitex 4¼x4¼ semi-vitreous, in 1221 Paisley Tan and 1222 Paisley Brown. In the wainscot and counter are 6x6 Mosaic Faience Tiles, color 261 Fawn, with 6x3 cap 2012 and 6x6⅝ base 2201, color 373 Red. The decorated border under the cap is 6x3 No. 3103, and over the base, 6x1½ No. 3102. Special decorated inserts of Gothic design give an artistic touch.

Any number of pleasing effects that never lose their charm or appeal

The more than a score of outstanding colors in which Mosaic Tiles are to be obtained lend themselves particularly well to making restaurants, dining rooms, lunch rooms, tea rooms and grills more beautiful—more profitable.

The predominating color may be green, blue, tan, yellow or any shade you prefer. Your color scheme may be worked out along conservative lines or may be made more modernistic. Mosaic Tiles are superbly adaptable to individual decorative plans. Through the colorful attractiveness of Mosaic Tiles restaurant men obtain not only the economy of long-lasting material (practically eliminating all redecorating expense), but they secure a charm and distinctiveness that build for them a greater prestige.



A DISTINCT BUSINESS ASSET... IN BANKS AND FINANCIAL HOUSES

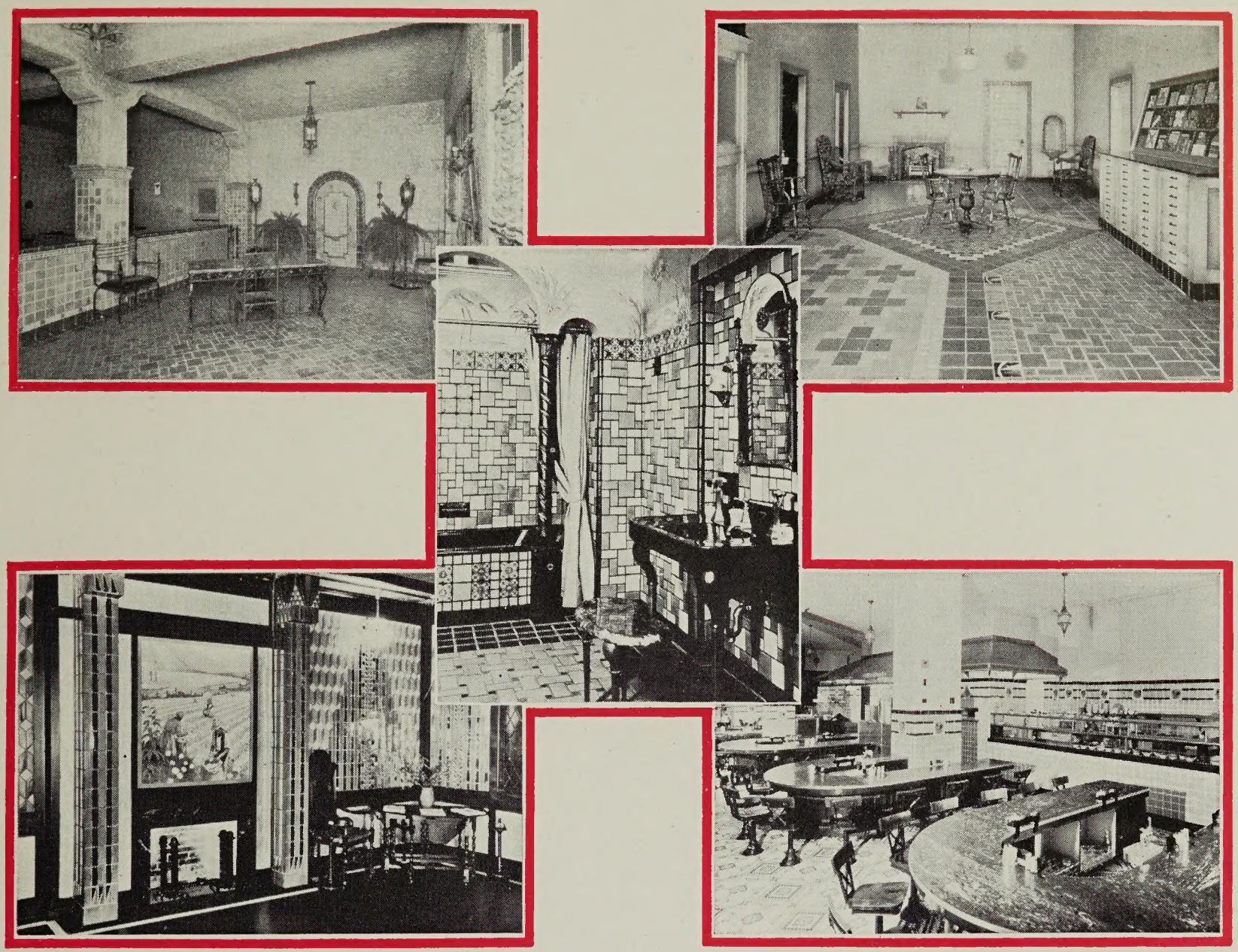
In institutions of a financial character Mosaic Tiles afford the means to suggest permanence, dignity and a warm friendliness. Color and interesting designs can banish all effect of coldness, permitting distinctive treatments which are still within conventional bounds.

The interior of the bank pictured above reveals the adaptability of Mosaic Tiles to intricate detail. The screen, counter and wainscot are of special Mosaic Faience.

The floor is of Mosaic Ironstone of various sizes and shades laid random, with special 6x6 border having depressed glazed ornaments on an unglazed Ironstone ground. The margin is of 6x6 Faience in color 354 dull Black glazed.

This floor of Mosaic Tiles resists the concentrated foot traffic of a banking room and will remain free from the depressions worn ordinarily in floors at the tellers' windows. It is also easily kept immaculate and it will not need to be refinished or replaced.

Quiet, reserved, dignified interior arrangements of lasting impressiveness may be carried out with Mosaic Tiles through the almost unlimited scope of treatments they make possible.



FOR EVERY BUSINESS PLACE... A VARIETY OF TILE TREATMENTS

DIFFERENT types of business interiors are illustrated above as examples of the universal value that Mosaic Tiles have for commercial houses, no matter what the nature of the business.

▼ ▼

At the upper left we see a tiling contractor's showroom richly treated in Mosaic Tiles. The wainscot is of Mosaic Faience. The floor consists of Mosaic Ironstone in 6x6, 6x3 and 3x3 sizes, laid in random pattern on the diagonal, with border of Mosaic Faience. The beautiful fountain at the rear is Mosaic Design No. F-2677.

The picture at the upper right is of a tile manufacturer's display room. Several different effective designs of Mosaic Faience Tiles have been worked out in the floor.

A striking treatment features the plumbing showroom reproduced in the center. The wainscot is in random Mosaic Faience colors, 273 Red, 253 Buff, 349 Flesh and 376 Gray. 6x6 Mosaic Hispania Tiles, pattern 552, form the border around the top. The Mosaic Faience floor is in red, green and yellow, 6x3 with 1¼ squares. The shaft, capital and base are special Mosaic Faience. The accessories are Mosaic Faience, color 354 Black.

A wholesale textile showroom at the lower left. The decorative scheme here is unique, with a modernistic trend. The wainscot is of Mosaic Faience in 464 Green and 402 French Gray, with Black and Silver decorations. Also plain Faience colors. The wall panels have special 8x2 Mosaic Faience Tiles in the field, colors 287 Light Green and 378 Blue, and 3x3, color 286 Cream. The center panel is in colors 26 Blue and 464 Green, and Silver with Chinese Red and Black Decorations.

The lower right picture shows an inviting restaurant, economically and tastefully finished in Mosaic Tiles. The floor is colorful with ¾-inch square Mosaic Ceramics. Mosaic Satin Finish Wall Tiles appear on the wainscots and pillars, with Mosaic Faience cap, strips and base. Special decorative inserts enliven the walls.

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In the bank shown here the floor is in two alternating colors of 6x6 Mosaic Ironstone. The counter front is finished with 4¼x4¼ Mosaic Faience in pleasing yellow, and the 2x2 border and 6x2 cap are in a blending red tone.

Dividends . . . *Mosaic Tiles build patronage and save money*

STORES put their best foot forward day in and day out, year after year, when finished in Mosaic Tiles. The result is increased trade and higher standing in the community.

Showrooms of every kind—and any enterprise that caters to the public—are given more attention-arresting eye-value—receive greater sales ability—win a wider customer response—through the effective use of Mosaic Tiles.

The installation of Mosaic Tiles is thus a good investment because it pays dividends of increased patronage. It is also a good investment because it saves money.

All things considered there is no more economical material than Mosaic Tiles. Their beautiful, inviting colors never fade and the tiles themselves last as long as the building. They eliminate redecorating, repairing and repainting expense. Their first cost is the last. Being absolutely sanitary, non-absorbent and easily cleaned, Mosaic Tiles save a good deal in cleaning expense.

This book is merely suggestive of the multitude of uses for Mosaic Tiles in business. Ideal for walls, floors, counters and store fronts they may also be used in display windows, for refrigerators, wall cases, sinks, lavatories, etc.

Our Art and Design Department will gladly offer to architects, owners and builders color schemes and suggestions as to the most practical application of Mosaic Tiles on submittal of plans and blue-prints.

Build business with tile and have the tile set by expert craftsmen.

MOSAIC

The word "Mosaic" is applied exclusively to tile made by The Mosaic Tile Company. This name is stamped on all Mosaic Products, which include ceramics, vitreous, wall and faience tiles of a wide range of types, sizes and colors. The word "Mosaic" should be used in writing tile specifications.

THE MOSAIC TILE COMPANY · *Main Office and Factory,* Zanesville, Ohio

***Plant Number Two,* Matawan, N. J.**

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LOS ANGELES, 2470 Enterprise Street · SAN FRANCISCO, 563 Second Street

MOSAIC TILES

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